


☐ BUFFET

 **Overview**

**Project info**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Specify an arbitrary project name. This will be used in textual (prose) descriptions of the project.

**Project name**

Nissan 350z


< Prev

Next >

Exit

FIG. 1

☐ BUFFET

 **Overview**

**Data Sources**

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Specify a variety of data feeds from which we will harvest out data. These sources will be used during both training and production.

**Project name**

gaz/350z-train

Add...

Delete

For maximum coverage in our final reports, we wish to harvest from as many different engines and forums as possible.

< Prev

Next >

Exit

FIG. 2

☐ BUFFET

**Overview**

**Product Category**

1. Project Info  
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 14. Done

Describe the product category that this project focuses on by entering a set of phrases which identify, describe, or are associated with the type of product. Enter one phrase per line.

sports car

Do not enter specific brand names here. You will be asked to do that later.

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FIG. 3

☐ BUFFET

**Overview**

**Customer**

1. Project Info  
 2. Data Sources  
 3. Product Category  
 4. **Customer**  
 5. Competitors  
 6. Counterexamples  
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 8. Labeling Criteria  
 9. Criteria Document  
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 12. Compute expecte...  
 13. Expected perfor...  
 14. Done

Enter a set of phrases that name the customer and their product

nissan  
 350z  
 350  
 z

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FIG. 4

The screenshot shows a software window titled "BUFFET". On the left is a vertical "Overview" menu with 14 items. Item 5, "Competitors", is highlighted. The main area of the window is titled "Competitors" and contains a text entry field with the text: "honda s2000", "corvette", and "bmw 325i". At the bottom of the window are three buttons: "< Prev", "Next >", and "Exit".

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14. Done

**Competitors**

Enter a set of phrases that name competing companies and branded products relevant to this project. Enter one phrase per line.

honda s2000  
corvette  
bmw 325i

< Prev    Next >    Exit

FIG. 5

The screenshot shows the same "BUFFET" software window. In the "Overview" menu, item 6, "Counter-examples", is now highlighted. The main area is titled "Counter-Examples" and contains a text entry field that is currently empty. The buttons at the bottom remain the same: "< Prev", "Next >", and "Exit".

**Overview**

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14. Done

**Counter-Examples**

Enter some phrases which indicate that a message is not related to the key concept, in spite of any superficial similarity.

< Prev    Next >    Exit

FIG. 6

☐ Criteria Questionnaire

A usage statement about the product itself

A brand comparison involving the product's price

A usage statement about a feature of the product

A brand comparison involving advertising for the product

A factual description of a news article mentioning the product

A brand comparison involving corporate activity by the company

unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼

unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼

unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼

unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼

unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼  
 unsure ▼

Next >

Please answer a series of questions about what makes messages relevant. You will see several screens of questions depending on your answers.

**Take Criteria Questionnaire**

Proceed with caution if you have already defined criteria. Taking the questionnaire will delete all existing criteria

1. Project Info
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13. Expected perfor...
14. Done

< Prev

Next >

Exit

FIG. 7

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☐ Criteria Questionnaire

A brand comparison involving the product itself

A factual description of the product's price

A brand comparison involving a feature of the product

A factual description of advertising for the product

A casual mention of a news article mentioning the product

A factual description of corporate activity by the company

▼ relevant

▼ unsure

▼ relevant

▼ unsure

▼ irrelevant

1. Project Info

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6. Counter-examples

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8. Labeling Criteria

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11. Label messages

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14. Done

**Take Criteria Questionnaire**

Please answer a series of questions about what makes messages relevant. You will see several screens of questions depending on your answers.

Proceed with caution if you have already defined criteria. Taking the questionnaire will delete all existing criteria

FIG. 8

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**BUFFET**

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### Labeling Criteria

Edit the labeling criteria that were derived from your questionnaire, and from other additions you have made

**Opinions or comparisons about the product itself are**  
**Descriptions or usage statements about the product it**  
**Opinions or comparisons about the products price are**  
**Opinions or comparisons about a feature of the produ**  
**Descriptions of usage statements about a feature of th**  
**Descriptions, discussions and opinions of a news artic**  
**Mere mentions of a news article mentioning the prod**

**Add...** **Edit...** **Delete**

Please make an effort to add at least several key words to each criteria element. This helps BUFFET operationalize your criteria.

**< Prev** **Next >** **Exit**

FIG. 9

**BUFFET**

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### Criteria Document

This creates a human-readable criteria document. Enter a filename, and we will write the document to it.

**/home/knigam/silly2.txt** **Select**

**< Prev** **Next >** **Exit**

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FIG. 10

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☐ BUFFET

**Overview**

**Label Messages**

At this time, you are encouraged to stop and apply tags to more harvested messages. Ideally, you should label several hundred messages to get best results

266 messages tagged

(You can always return to this screen later and tag more messages.)

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☐ Analyst Workbench

**File Import Benchmark Target Polarity Topic Phrase**

**Project: Pocket PC**

Harvest: 9320 messages from 229 queries.

Benchmark: 400 messages labeled: Quality: 0.836; Consistency: 1.000

Target: 1000 messages labeled: Quality: 0.844; Consistency: 0.925

Polarity: unknown

Topics: unknown

FIG. 11

## Replacement Sheet

Title: METHOD FOR DEVELOPING A CLASSIFIER FOR  
CLASSIFYING COMMUNICATIONS  
Inventor: Nigam et al.  
S/N: [new non-provisional application]  
Filed: March 16, 2004  
Docket No: BL055-GN016

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<input type="checkbox"/> Analyst Workbench							
File Import Benchmark Target Polarity Topic Phrase							
Project	Import	Benchmark	Target	Polarity	Topic	Phrase	
Summary		Label	Performance				
Subject: Brighthand reviews the Sony CLIE PEG-NZ90				Engine: discussion.brighthand.com			
Date: Tue Feb 04 00:00:00 EST 2003				Forum: Reviews			
From: Covert							
<p>+&gt; +&gt; +&gt; +&gt; +&gt;Originally posted by hepv +&gt; +&gt;Anyway...how come we don't have any<b>PPC</b> manufactures making these cool multimedia centric devices (niche).</p> <p>We did - they were Casio. Casio pioneered PDA multimedia with its Palm PCs and first<b>Pocket PC</b>, but now they're agree that someone needs to step up and release a<b>Pocket PC</b> that has added multimedia value over other<b>PPC</b>s. I 39xx screen, old E-125/Maestro joypad, removable battery, Zayo speed, etc...), I'd buy it.</p> <p>----- Covert of www.cghm.Bk.com</p>							
View Raw Document				View Logic			
Labelling doc #5 (Unlabelled)							

FIG. 12



